



WJXQ • WJZL • WQTX • WVIC
Mid Michigan Radio Group
Rubber City Radio Group, Inc.

2010 EEO PROGRAM REPORT

Period Covered: June 1, 2009 – May 31, 2010
LANSING, MICHIGAN STATION GROUP:
WJXQ/Charlotte, WVIC/Jackson, WJZL/Grand Ledge, WQTX/St. Johns

I. GENERAL POLICY

It is the policy of The Rubber City Radio Group to provide employment opportunity to all qualified individuals without regard to their race, color, religion, national origin or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

It is also our policy to promote the realization of equal employment opportunity through a positive, continuing program of specific practices designed to ensure the full realization of equal employment opportunity without regard to race, color, religion, national origin or sex.

To make this policy effective, and to ensure conformance with the requirements of the FCC, we have adopted an Equal Employment Opportunity Program which includes the following elements:

II. RESPONSIBILITY FOR IMPLEMENTATION

Our EEO Officer, for the Greater Lansing Employment Unit, who is responsible for the administration and implementation of our Equal Employment Opportunity Program, is Stephanie DeClercq. Ms. DeClercq reviews the practices of all persons making employment decisions with respect to the recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that our policy and program are adhered to and that no person is discriminated against in employment because of race, color, religion, national origin or sex.

III. POLICY DISSEMINATION

To assure that all members of the staff are cognizant of our equal employment opportunity policy and their individual responsibilities in carrying out this policy, the following communication efforts are made:

- The station's employment application form contains a notice informing prospective employees that discrimination because of race, color, religion, national origin or sex is prohibited and that they may notify the appropriate Local, State or Federal Agency if they believe they have been the victims of discrimination.
- Appropriate notices are posted informing applicants and employees that the station is an Equal Opportunity Employer and of their right to notify an appropriate Local, State or Federal Agency if they believe they have been the victims of discrimination.
- We include a copy of our EEO Policy and Program in personnel manuals, employee handbooks and orientation materials.
- We remind our management staff of our EEO Policy at staff meetings and discuss our EEO Program at these meetings. At all hiring opportunities, involved individuals are specifically reminded of their EEO responsibilities.
- We inform our contacts in the local community of our EEO Policy and our commitment to it.

IV. RECRUITMENT

To ensure non-discrimination and foster full consideration of all qualified candidates whenever full-time job vacancies occur, we utilize the following recruitment procedures:

- We contact a variety of business and professional organizations whose membership includes substantial minority and women's organizations on a systematic basis, both orally and in writing, to encourage the referral of qualified minority and female applicants whenever job vacancies occur. Some organizations we contact include:
 - Black Child & Family Institute
 - Lansing Chapter of the NAACP
 - Spanish Speaking Information Center

In addition to the organizations noted above, which specialize in minority and female candidates, we work with employment services, including state employment agencies, which refer job candidates without regard to their race, color, religion, national origin or sex. Some of these employment referral services are:

- Genesee Area Skill Center
- Lansing Tri-County Division of Michigan Works
- Michigan Rehabilitation Services

When we recruit prospective employees from educational institutions, our recruitment efforts include schools and colleges with minority and female enrollments. Some educational institutions we contact include:

- Lansing Community College
- Saginaw Intermediate School
- Central Michigan University
- Michigan State University

We encourage current employees to refer qualified minority and women candidates for existing and future job openings.

We participate in job fairs by station personnel who have substantial responsibility in hiring. During the period, we have participated in the following job fairs:

- Capital Area Michigan Works Fall Expo Sept. 17, 2009
- Michigan Association of Broadcasters Career Fair Oct. 30, 2009
- Michigan Association of Broadcasters Career Fair Mar. 3, 2010

We participate in events sponsored by organizations representing community groups interested in broadcast employment issues, including conventions, career days, and workshops. They include:

- Michigan Association of Broadcasters
- MSU Communication Arts & Sciences Department

We participate in job banks and other programs designed to promote outreach generally. They include:

- The Rubber City Radio Group Online Job Fair
- The Michigan Association of Broadcasters
- Capital Area Michigan Works Online Job Bank

TRAINING/INTERNSHIPS

- 1 We provide on-the-job training to upgrade the skills of our employees.
- 2 We provide internships or other assistance to individuals, schools, or colleges in programs designed to enable qualified minorities and women to learn about various facets of the business and to compete in the broadcast employment market on an equitable basis.

V. SELF-ASSESSMENT

To ensure that our EEO Program is effective in providing equal employment opportunity, we utilize the following procedures every two years.

- 1 We evaluate the productivity of each of our recruitment sources and eliminate those that have been unsuccessful in widely disseminating our vacancies to all qualified applicants. We also supplement our sources with new organizations and other recruitment sources, as needed.
- 2 We periodically review the composition of our station's workforce for self-assessment purposes. Where under representation of minorities or women exists, we re-examine the station's personnel policies and practices to assure that they do not inadvertently screen out any group.
- 3 We review our job hires to see whether all qualified applicants are considered for every job opening.
- 4 We review our hiring, promotion and seniority practices and results for consistency with our EEO Program.
- 5 We review the salaries and benefits of our employees to discover any inequities relating to minorities and women.

EXHIBIT A

**RCRG EEO Plan
WJXQ - WJZL - WQTX - WVIC
Recruitment Sources**

<u>Source:</u>	<u>Type:</u>	<u>Address:</u>	<u>Phone:</u>
Lansing Community College 1520- WLNZ	School	PO Box 40010 Lansing, MI 48901	517-483-1059
Black Child & Family Inst. Dr. Ernie Boone Bill Morris	Civic Org.	835 West Genesee Lansing, MI 48915	517-487-3775
Community Action Agy. Burt Fenby	Civic Org.	400 W. South St. Adrian, MI 49221	517-263-7861
Foss Baptist Church Announcement Dir.	Civic Org.	1159 E. Foss Ave. Flint, MI 48504	
Cristo Rey Community Ctr. Marcus Hayes	Civic Org.	1717 N. High St. Lansing, MI 48906	517-372-4700
Genesee Area Skill Ctr. Chuck Chronicle	Placement Agency	G5081 Torrey Rd. Flint, MI 48507 chroncha@gasc.flint.k12.mi.us	810-760-1444
Gier Community Ctr. Milton Alston	Civic Org.	4800 Hall St. Lansing, MI 48906	517-483-4313
Jobs Central	Placement Agency	2400 N. Saginaw Flint, MI 48505	810-232-9102
MI Dept. of Civil Rights Bobby Curtis	State Agy.	MI State Office Bldg., 7th Fl. Flint, MI 48502	810-760-2805
Michigan Rehabilitation Services Jeanette Murray	State Agy.	1048 Peirpont, Suite 1 Lansing, MI 48913	517-241-8939
Rubber City Radio Group Online Career Fair	Job Board	www.q106fm.com www.wqtx.net www.wvic.net www.wjzl.net	

Commission on Spanish Speaking Affairs Vicky Potter	Civic Org.	201 N. Washington St. Lansing, MI 48903	517-373-8339
Specs-Howard Sch. of Bdcsting. Kevin Scolin	Trade School	19900 W. Nine Mile Rd. Southfield, MI 48075	248-358-9000
Central Mich. University Broadcast & Cinematic Arts	School	340 Moore Hall - CMU Mt. Pleasant, MI 48859	
Michigan State University www.jobtrack.com Melanie Humphries	School	110 Student Services E. Lansing, MI 48824-1113	517-355-9523 www.jobtrack.com
NAACP James Gill	Civic Org.	1801 West Main St. Lansing, MI 48910	517-484-5051
AllAccess.com	Trade Website	www.allaccess.com	
Flint YWCA	Civic Org.	310 East 3rd Street Flint, MI 48502	810-238-1424
Jackson NAACP	Civic Org.	807 S. Mechanic Jackson, MI 49203	517-784-3842
Michigan Association of Broadcasters Sarah Beeskow	Trade Org.	819 N. Washington Lansing, MI 48906	517-484-7449
Spanish Speaking Info. Ctr. Maggie Pena	Civic Org.	901 Chippewa Flint, MI 48503	810-239-4417
Trinity AME Church Marianne Carmen	Civic Org.	6500 West Holmes Lansing, MI 48911	517-882-9755
Michigan Civil Right Comm. Wanda Saxson	State Agy.	110 West Michigan Ave. Suite 800 Lansing, MI 48933	517-335-3165
Michigan Rehabilitation Svcs. Michael Farlin	State Agy.	1040 S. Winter St., #3017 Adrian, MI 49221	517-263-0607
Michigan Works Lansing Tri-County Div. Terry Bruning	Placement Agency	1850 W. Mt. Hope Lansing, MI	517-492-5516
Midland County ISD	County Agy.	3917 Jefferson Ave. Midland, MI 48640	
Cleveland Advertising Assn. Online Employment Board	Job Board	www.cleveland.com/jobs	
Ohio/Illinois Centers for Broadcasting	Graduates Website	www.funjobsonair.com	

Rubber City Radio Group
Equal Employment Opportunity Program
May 24, 2010

EXHIBIT B

FULL TIME EMPLOYMENT ACTIVITIES

6/1/09 to 5/31/10

During the period, these stations posted a total of one full time job opening. All positions were advertised according to the policies outlined in this document. The position is detailed here, with the recruitment sources which generated the interviews listed.

1. Sales Executive WQTX-FM, WJZL-FM
WJXQ-FM, WVIC-FM

Recruitment sources utilized to fill this position include:

- Capital Area Michigan Works
- Word of Mouth

2. Sales Executive WQTX-FM, WJZL-FM
WJXQ-FM, WVIC-FM

Recruitment sources utilized to fill this position include:

- Internship Program

The total number of persons interviewed for all full-time vacancies during the period is:

11

Referrals for our full time positions came from the following sources:

1. Capital Area Michigan Works (2)
2. Word of Mouth (8)
3. Internship Program (1)